MMI

DISTRIBUTION LEADERSHIP FORUM

AGENDA

Friday, September 17, 2021

10:00 AM – 10:10 AM ET

Welcome & Opening Remarks

Arlen Oransky, Senior Vice President, Chief Membership Officer, MMI

Co-Chairs:
Heather Gardner, Financial Institutions National Accounts, William Blair Investment Management
John Moninger, Managing Director, Retail Sales, Eaton Vance Distributors

10:10 AM - 10:55 AM ET

Wholesaling in a Post-Pandemic Environment

What must advisory sales professionals do differently to be successful in the post-pandemic world? Gain insights and be inspired by a panel of seasoned wholesalers representing a range of coverage models. This highly interactive session explores four critical questions: Which elements of a wholesaler's routine will remain the same and which will evolve? What role will technology play? What skills will you need to develop or refine to stay relevant? How can you stay engaged with top advisors when there are limited opportunities for face-to-face meetings? Learn the creative ways top sales professionals plan not just to survive, but to thrive, as we emerge from the pandemic.

Moderator:
Pat Feigley, Head of U.S. GWM Sales, PIMCO

Panelists:
Dominika Gergely, Vice President, Private Wealth Advisor Consultant, Nuveen
Missy Longo, Vice President, Account Manager, PIMCO
Bob Michetti, Regional Director, Macquarie Group

11:00 AM - 11:30 AM ET

Investment Advisory Product Trends

As business consultants to their advisor clients, it's no longer enough for wholesalers to be experts on a single product type. Increasingly, successful wholesalers must be knowledgeable about the full range of advisory products and provide guidance on where they best fit into an advisor's practice. Learn about the latest advisory product trends – everything from the proliferation of model portfolios to new types of alternative investments, the rise of ESG, the impact of direct indexing strategies, and much more.

Presenters:
Brendan Powers, Associate Director, Product Development, Cerulli Associates
Daniil Shapiro, Associate Director, Product Development, Cerulli Associates

11:35 AM - 12:05 PM ET

Marketing Your Wholesaler Practice

As a wholesaler, you need every edge you can get to stand out from the competition. Hear directly from intermediary channel marketers what they are doing to arm and empower their field wholesalers from a marketing perspective to be more efficient and productive. Topics to be covered include what technology tools they are using, how they are using them, how they segment responsibilities between marketing and sales, and how they customize their approach for the field.

Moderator:
David Chorba, Managing Director, National Sales Manager, Delaware Funds by Macquarie

Panelists:
Ken Burd, Head of Distribution Business Intelligence & Advanced Analytics, Principal Global Investors
Brenda Warkow, Senior Vice President, Head of Edward Jones Sales, U.S. Global Wealth Management, PIMCO

Friday, September 24, 2021

10:00 AM - 10:05 AM ET

Opening Remarks

Co-Chairs:
Heather Gardner, Financial Institutions National Accounts, William Blair Investment Management
John Moninger, Managing Director, Retail Sales, Eaton Vance Distributors

10:05 AM - 10:50 AM ET

The Changing Financial Advisor Landscape: What It Means for Your Business

Four key trends – which have moved dramatically center stage during the pandemic – are impacting the U.S. financial advisor landscape with profound implications. As advisor and client relationships become less bound by geography, what does that mean for traditional coverage models? With surging markets and increased demand for advice driving growth in practice AUM, how can you help advisors achieve the scale and efficiency they need for continued growth? As competition heats up and custodians and direct providers increase their advice capabilities, how can you continue to add value? With M&A activity booming and valuations for large practices ballooning, what are the ramifications? Hear a panel of senior sales leaders weigh in on these critical questions.

Moderator:
John Moninger, Managing Director, Retail Sales, Eaton Vance Distributors

Panelists:
David DeVoe, Founder and Chief Executive Officer, DeVoe & Company
Michael McLaughlin, Managing Director, Head of Business Development Group, Wells Fargo Advisors
Tim Oden, Managing Director, Advisor Services Business Development & New Client Acquisition, Charles Schwab

10:55 AM - 11:25 AM ET

Making Efficient Use of Data

Making efficient use of data and business intelligence is increasingly linked to sales success. This session examines the full cycle of data analytics to see how firms are evolving their use of data to provide wholesalers with better leads and make them more efficient. Our expert panel will offer insights on identifying the richest data sources, the tools they use to mine the data once it is in hand, who owns the data and reporting, and how they measure success. And, yes – they will also debate if there is such a thing as too much data.

Moderator:
Brendan Finn, Head of Business Development, Altegris

Panelists:
Kevin Moore, Senior Manager, Commercial Analytics, Cadre
Gregory Toskos, Managing Director, Global Head of Partnerships, UBS

11:30 AM - 12:00 PM ET
To Partner or Not to Partner

Collaborating with firms and platforms that represent distribution opportunities is an important leverage point for asset managers. There is no single proven approach, but those who excel at even the most fundamental forms of partnering – and who have adapted their approach in response to the pandemic – will gain a competitive advantage. Learn best practices to identify potential partnerships, the attributes that make them successful, how best to leverage the specialists at partner firms, and ways to drive accountability on both sides of the relationship.

Moderator:
Ryan Dahm, Vice President, Business Development, Lockwood, BNY Mellon | Pershing

Panelists:
Nick Corsanico, Director, RIA & Platform Sales, Hilton Capital Management, LLC
Nicole Pretzel Holahan, Senior Advisor Consultant, Invesco

12:05 PM - 12:50 PM ET
The Future of Sales: Are You Ready?

The essential opportunity and challenge for asset managers is to gain access to wealth management firms and their advisors and to retain access by being perpetually relevant. How do you make sure you and your firm are prepared for the changes to come? This session explores how the traditional roles with which we have all become familiar – external sales, internal sales, hybrid, and analyst – will evolve significantly post-pandemic, why certain product types will require more intensive sales consultation while others will be more marketing centric, and the critical importance of creating a learning and development environment to support roles that are both essential and changing.

Moderator:
Jillian DelSignore, Managing Director, Head of ETFs & Indexing, FLX Distribution

Panelists:
Ronice Barlow, Senior Vice President, Co-Head US Retail Sales, Franklin Templeton
Steve Camp, Managing Director, Vestmark Advisory Solutions, Vestmark
Andy McFetridge, Head of Strategic Relationships & Investment Specialists, John Hancock Investment Management

12:55 PM - 1:25 PM ET

Bringing It All Together: Practical Application

As our previous sessions have illustrated, investment firms are not cookie-cutter versions of one another, and there are different paths to distribution success. Our final panel offers a reality check on how firms of different sizes, with different resources and investment offerings, can apply the insights shared during the Forum to improve the effectiveness of their distribution efforts.

Moderator:
Neil Bathon, Founder & Managing Partner, FUSE Research Network

Panelists:
Liz Clapp, Senior Vice President, Head of Intermediary Distribution, Fred Alger Management
Heather Gardner, Financial Institutions National Accounts, William Blair Investment Management